



Missouri Travel Barometer
August 2017 Report
(Data available as of 09/08/17)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

August Report Highlights

Lodging Statistics: 2017 Calendar Year to Date through June

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

Missouri Lodging:

Occupancy down 0.7% -- ADR up 3.8% -- RevPAR up 3.1% -- Demand down 0.4%

SIC Tourism business sales and tax collections: 2017 Calendar Year to Date through June

- For FY17, a 1.5% (\$194.4 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-June
- For CYTD17, a 1.2% (\$79.5 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-June
- May 2017 saw a 4.7% (45.1 million) sales revenue increase compared to May 2016
- June 2017 saw a 0.27% (-3.3 million) sales revenue decrease compared to June 2016

Website Visits: 2017 Calendar Year to Date through August

- Total web visits (main site and mobile visits) were down 20.8% for CYTD 2017 (Jan-Aug) compared to CYTD 2016
- Total web visits to VisitMO Spotlight (blog) were up 8.0% for CYTD 2017 (Jan-Aug) compared to CYTD 2016

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through August

- 101,343 responses for 2017 YTD – a decrease of 23.3% (This is most likely directly related to advertising cuts due to budget withhold.) However, Bowling Green, Lexington, Louisville, Tri Cities and Tulsa all have growth over 2016
- For the month of August alone, responses are down 48.6% for 2017 compared to 2016

Welcome Center visits: 2017 Calendar Year to date through August

- For CYTD 2017 the centers are down 6.9% for January – August 2017 compared to the same period in 2016
- Due to budget cuts, the Welcome Centers started closing on weekends as of August. For the month of August alone, visits are down 35.8% for 2017 compared to 2016.

Commercial airport deplanements: 2017 Calendar Year to Date

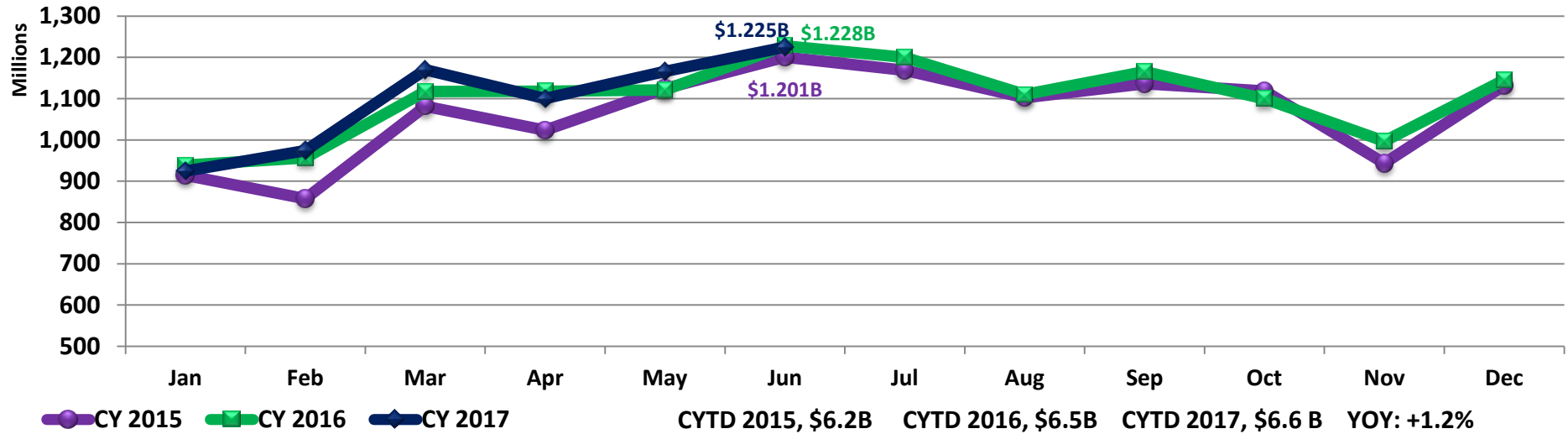
- Cape Girardeau up 11.9% for January – May 2017 compared to the same period in 2016
- Kansas City up 5.0% for January – July 2017 compared to the same period in 2016
- St. Louis up 6.2% for January – July 2017 compared to the same period in 2016
- All airports up 6.1 % for January – May 2017 compared to the same period in 2016

Brand USA Partners on VisitTheUSA.com: Website Activity 2017 Calendar Year to Date through August

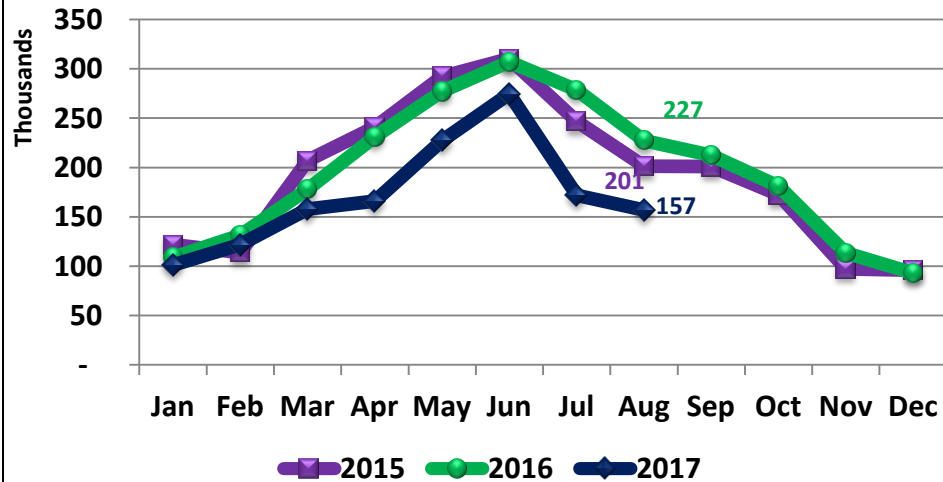
- Missouri's homepage on VisitTheUSA.com had 8,413 pageviews from Jan-Aug 2017 (2,538 during August)
- Top five countries viewing Missouri's page during Jan-Aug 2017 were U.K., Japan, Brazil, India, and Mexico
- Top five countries viewing Missouri's page during August were U.K., Japan, Mexico, Brazil, and Germany
- Visitors from Thailand spent the most time on our page, averaging 4 minutes and 16 seconds compared to an overall average of 3 minutes and 6 seconds

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.

Sales Revenue from 17 Tourism SICs



Visits to VisitMO (Full & Mobile Sites) by Month



YTD Visits to VisitMO by Site

